

You Can Indie Publish & Market Your Book

Part 2

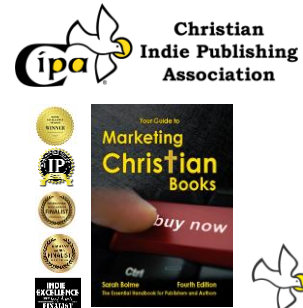
Three Things to Do *Before* You Publish Your Book



You Can Indie Publish & Market Your Book



Instructor: Sarah Bolme



Marketing Your Book

"Books do not sell themselves;
people sell books."
—Dan Poynter



Marketing Your Book

Truth: Selling Books is Hard Work

- The reading rate in America has remained steady since 2012. Pew Research Center reports that about 73% of Americans read a book each year.



Marketing Your Book

Truth: Selling Books is Hard Work

- The number of books published in the United States has grown exponentially since 2010. The number of self-published titles has grown from 133,036 published in 2010 to 1,009,188 published in 2017.



Marketing Your Book

- The competition for readers' attention and time is stiff!
- Over 90% of self-published books sell less than 100 copies.
- According to Nielson, the average nonfiction book sells 250 copies in its first year of print and 3,000 copies over its lifetime.



Marketing Your Book

Most Books Are Purchased Online:

- 69% of all books are purchased online.
- Only 31% of books are bought in brick-and-mortar stores.
- Less than 17% of Christian products are purchased through Christian brick-and-mortar stores.



Market Your Book

3. Develop an Audience



Develop an Audience

- Most book sales are made because a reader has developed a connection to the author.
- Authors must develop an audience to sell their books to.



Develop an Audience

What is an Audience?



Develop an Audience

- An audience is a group of people who listen to what you present or say.
 - These people are not “found”.
 - Involves trust.



Develop an Audience

- Ask yourself:
 - Who do you have influence with?
 - Who listens to what you have to say?



Develop an Audience

- Why will an audience listen to you?
 - You write compelling stories that they can relate to and that speak to their hearts.
 - You provide useful or entertaining information that meets a need in their lives.



Develop an Audience

Four Strategies to Develop an Audience:

- Connect with People Online
- Connect with People through Media Interviews
- Connect with People through Articles
- Connect with People through Speaking Engagements



Develop an Audience

Strategy #1
Connect with People Online



Develop an Audience



Develop an Audience

Connect with People Online through:
A Website



Develop an Audience

Your Website URL Should Be:

- Your Author Name
- Your Brand
- Your Ministry
- Your Book's Title



Develop an Audience

Your Website Should Contain:

- A Blog
- About Your Book
- About the Author
- Reviews / Endorsements
- Social Media Links
- Contact Information
- Email Signup / Call to Action



Develop an Audience



Develop an Audience

Easy to Use, Affordable Website Hosting & Building Services:

- Squarespace
www.squarespace.com
- Weebly
www.weebly.com
- Wix
www.wix.com
- WebsiteBuilder.com
www.websitebuilder.com



Develop an Audience

Start Blogging



Develop an Audience

Blogs are influential:

- 77% of Internet users read blogs.
- 87% of blog readers are book buyers.
- Blogs rank third (behind family and friends) in influencing purchasing decisions.
- 61% of consumers have made a purchasing decision based on a blog post.



Develop an Audience

Studies also reveal:

- 7 out of 10 consumers would rather learn about a product or company from interesting content than from an ad.
- 60% of consumers say they feel better about a company that delivers custom content, and are more likely to buy from that company.
- People spend more than 50% of their time online looking at content.



Develop an Audience

Blogging:

- Expands your reach.
- It extends the life-cycle of your material.
- It increases your visibility.
- It builds trust with your audience.



Develop an Audience

Blogs require new content regularly.

- You want to add new material on a regular basis to keep your readers engaged.
- A good goal for blog posting is once or twice a week.
 - Statistics show that 68% of bloggers blog less than daily, but more than monthly.
- It takes nine months of regular posting for a blog to develop a strong, loyal readership base.



Develop an Audience

20 Blog Ideas for Nonfiction Authors



Develop an Audience

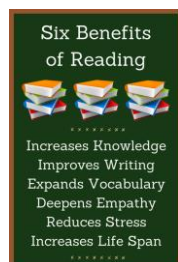
1. Use excerpted sections from your book.
2. Expound on various principles from your books.
3. Report and comment on current news that ties into your topic.
4. Point out common mistakes.

Dear Miss Guided:



Develop an Audience

5. Write a “How-to” post.
6. Share statistics related to your topic.
7. Review books speaking to your books’ themes.
8. Interview an expert or thought leader.



Develop an Audience

9. Host guests with expertise on your topic.
10. Do a roundup of articles on the internet on your topic.
11. Run a survey or quiz and list the results.
12. Solve a common problem or a frequently asked question.



Develop an Audience

13. Feature testimonials.
14. Highlight a reader and their problem.
15. Do an Industry Roundup.
16. Do a "Best of the Year" or "Most Popular" roundup of your own blog posts.

Reviews



Develop an Audience

17. Give readers a peak into your life, writing, or publishing.
18. Showcase a book event you participated in.
19. Host a giveaway.
20. Do a project or challenge.



Develop an Audience

8 More Blog Ideas for Fiction Authors



Develop an Audience

1. Share scenes from your story.
2. Provide additional information on a theme in your novel.
3. Give unique information on the setting of your novel.
4. Discuss a surprising discovery you made while researching the book.

Discovery



Develop an Audience

5. Talk about advice that a character in your book received or gave to help overcome a challenge or solve a problem.
6. Give extra details or backstory about characters in your book.
7. Review books in your genre.
8. Feature book-related gifts.



Develop an Audience

Engage on Social Media



Develop an Audience

Social Media Sites:

- Facebook
- Instagram
- Twitter
- LinkedIn
- Pinterest
- Snapchat



Develop an Audience

Book Lovers Social Media Sites:

- GoodReads
- LibraryThing
- Booklikes
- Riffle
- Bookstr



Develop an Audience

Social media has become an integral part of life for the majority of Americans.

- Surveys reveal that 79% of the U.S. population has a social network profile.
- Using social media to connect with consumers is now an essential part of any good marketing campaign.
- In fact, 91% of retail brands use two or more social media channels to connect with consumers.



Develop an Audience

Social media is about bite-sized content.

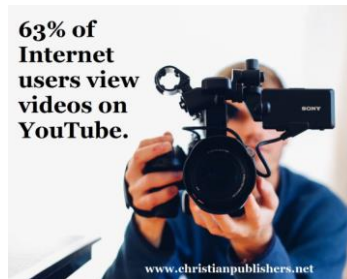
- People are using micro-moments to check their social media feeds.
- In fact, Facebook claims that readers spend only 1.7 seconds on a Facebook post when using a mobile device to access the site.



Develop an Audience



Develop an Audience



Develop an Audience



Develop an Audience

Share Your Content through Email Newsletters



Develop an Audience

Email is alive and well.

- 91% of all U.S. consumers still use email daily.
- Every hour 122,500,453,020 emails are sent worldwide.
- Email is 40 times better at acquiring new customers than Facebook or Twitter.
- In fact, emails prompt purchases at a rate of at least three times of social media.
- 66% of consumers have made a purchase online as a result of an email marketing message.



Develop an Audience

Building an email list takes some time.

- Experts say that it takes at least six months using multiple techniques to acquire a solid list of email contacts.
- Studies show that email lists degrade about 24% a year, meaning that you lose about one-fourth of your email list each year to unsubscribes and closed accounts.



Develop an Audience

Three techniques to build an email list.



Develop an Audience

1. Host a "Subscribe" button on your website.
 - This button encourages your website visitors to subscribe to your "free" email newsletter or your blog.
 - Note: Many companies are no longer using the term "newsletter" to attract subscribers, rather the trend is now to offer "weekly tips" or "advice on (your topic)".



Develop an Audience

2. Offer a Freebie.

- Offer your existing and potential customers a free product in exchange for an email.
 - A short story
 - A list related to the topic in your book (i.e. "10 Effective Parenting Tips")
 - An ebook (especially if you have a series or a novella that is a prequel to a story)
 - A recipe
 - Resource: BookFunnel.com



Develop an Audience

3. Host a Giveaway.

- Host a giveaway where you offer not just a copy of your book for free, but include a gift card with it.
- Potential winners give you their name and email in exchange for the chance to win.
- Theme the gift card to the book.
 - Hobby Store, Sports Store, etc.
 - Coffee shop or Chocolate store.
 - Be creative.



Develop an Audience

Conducting email marketing campaigns:

- Don't send emails more than once a week.
- Offer some content, not just products or services.
- Offer discounts or coupons regularly.
- Include a clear call-to-action.
- Use a bulk email service.
 - www.mailerlite.com
 - www.mailchimp.com
 - www.verticalresponse.com



Develop an Audience

Strategy #2. Connect with People through Media Interviews



Develop an Audience

Radio is a Great Way to Reach People:

- 57% of Americans 12 years of age or older have listened to online radio in the past month.
- 91% of Americans ages 12 and older listen to traditional radio each week.



Develop an Audience

Media Appearances Include:

- TV Interviews
 - Publicist
 - Radio-TV Interview Report (www.rtir.com)
- Traditional Radio Interviews
 - Radio-TV Interview Report
 - HARO (www.helpareporter.com)
 - Gordon's Radio List (www.radiopublicity.net)
 - National Religious Broadcasters (www.nrb.org)



Develop an Audience

Media Appearances Include:

- Internet Radio Interviews
- Podcast Interviews
 - www.blogtalkradio.com
 - www.iheart.com
 - <https://anchor.fm/>
 - www.stitcher.com



Develop an Audience

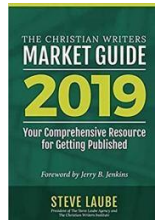
Strategy #3 Write Articles



Develop an Audience

Magazines and journals are always looking for content.

- Excerpts from your book.
- Thematic articles.
- Resource: *Christian Writers Market Guide*



Develop an Audience

Write Articles for Blogs:

- Guest post on other blogs reaching your target audience.
 - MyBlogGuest.com
 - Guestposttracker.com



Develop an Audience

Write Articles for Blogs:

- Use blog directories to find other blogs speaking to your audience.
 - www.faithfulbloggers.com/blog-directory
 - www.biblegateway.com/blog/bloggergrid
 - www.blogcatalog.com



Develop an Audience

Strategy #4 Connect with People through Speaking Engagements



Three Things to Do

Three Things to Do *Before*
You Publish Your Book:

- Brand Your Book
- Obtain Endorsements
- Develop an Audience



Three Things to Do

Additional Resources:

